

Message Text

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ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 FEA-02

AEC-11 SCI-06 DRC-01 /095 W
----- 050497

R 171035Z JUN 74

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 9664

INFO AMCONGEN ZAGREB UNN

UNCLAS BELGRADE 2911

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJ: COMMENTS ON OIM COUNTRY SCHEDULE (YUGOSLAVIA FY 1976)

REF : A 4115, MAY 21, 1974

1. EMBASSY HAS FOLLOWING COMMENTS ON ATTACHMENT TO REFAIR:

2. TYPE 4 U.S. EXHIBIT LJUBLJANA ELECTRONICS FAIR - HARTLEY-
JOHNSON LETTER OF APRIL 16 DID NOT CONTAIN RECOMMENDATION FOR
FULL U.S. PARTICIPATION IN LJUBLJANA ELECTRONICS FAIR IN OCTOBER
1975, SUGGESTING INSTEAD A BDO-CATALOGUE SHOW. WHILE WE WERE
GRATIFIED BY SOLID COMMERCIAL SUCCESS OF FY74 EXHIBIT,
WE BELIEVE THAT U.S. PRODUCTS IN THIS SECTOR ALREADY HAVE CONSIDERABL
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EXPOSURE IN YUGOSLAVIA; FURTHERMORE, U.S. FIRMS, WITH EXTENSIVE
EUROPEAN REPRESENTATION, ARE ACTIVE IN THIS MARKET. AS ALTER-
NATIVE WE RECOMMEND GREATLY INCREASED USDOC PARTICIPATION IN
NOVI SAD FAIR (MAY 1976) AND/OR PARTICIPATION IN ANNUAL
SKOPJE OCTOBER FAIR, WHICH WE UNDERSTAND IS SWITCHING
FOCUS FROM TOBACCO INCUSTRY TO MORE GENERAL AGRICULTURE
AREA.

3. PORT EQUIPMENT TRADE MISSION - EMBASSY PRESUMES PROJECTED
PORT EQUIPMENT TRADE MISSION WOULD CONSIST OF SUPPLIERS OF
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BUILDING AND CONSTRUCTION MATERIALS, AND BUSINESS EQUIPMENT AND

SYSTEMS MANUFACTURERS. TRADE MISSION VISIT TO ZAGREB WITH SIDE VISIT TO KOPER, RIJEKA AND/OR VARDAR AND SPLIT WOULD BE USEFUL, AS ALL HAVE EXPANSION PLANS ON BOOKS. EMBASSY SOMEWHAT UNCLEAR OVER NATURE OF PROPOSED "TARGET OF OPPORTUNITY". WOULD APPRECIATE CLARIFICATION.

4. NUCLEAR PETROLEUM POWER SYSTEMS TRADE MISSION - EMBASSY STRONGLY CONCURS IN THIS TRADE MISSION WHICH WILL TAKE ADVANTAGE OF PLANNED DOUBLING OF YUGOSLAV ELECTRICAL ENERGY CAPACITY BY 1980. EMBASSY RECOMMENDS VISITS TO ZAGREB (WITH SIDE TRIP TO NEARBY KRSKO, SITE OF PROJECTED WESTINGHOUSE CONSTRUCTED NUCLEAR POWER PLANT) AND SKOPJE OR SARAJEVO. IN BOTH AREAS LARGE SCALE EXPANSION PLANS ARE AFOOT.

5. ZAGREB FALL FAIR - SEPTEMBER 1975 - WE AGAIN URGE COMMERCE EXPEND EVERY POSSIBLE RESOURCE IN ORDER MAXIMIZE PARTICIPATION IN YUGOSLAVIA'S MOST IMPORTANT AND PRESTIGIOUS FAIR. AS POINTED OUT IN EMBTEL 4750 OF 10/20/73 THIS FAIR LACKS SUBSTANTIAL COMMERCIAL U.S. PARTICIPATION WHEREAS FRG, USSR, ITALY AMONG MANY OTHERS HAVE LARGE, WELL-EQUIPPED PAVILIONS AND WITH THOROUGHLY SALES-ORIENTED SHOWS. FOR EXAMPLE, SOVIETS IN 1973 VIRTUALLY ABANDONED IMAGE CONSIDERATIONS FOR COMMERCIAL IMPACT. IF COMMERCE, BY ITS OWN CRITERIA, IS UNABLE TO JUSTIFY MOUNTING A CLASS I OR CLASS IV EXHIBIT, WE URGE THAT COMMERCE AND USIA INTEGRATE THEIR EFFORTS STILL MORE CLOSELY. THIS IS PARTICULARLY IMPORTANT IN THE PLANNING STAGES, WHERE USIA WILL REAP THE BENEFIT FROM ADVANCE RE IDENTIFICATION OF EXHIBIT ITEMS DEEMED TO HAVE HIGHEST COMMERCIAL POTENTIAL.

6. ALTERNATIVES - A) MAJOR PROJECTS TRADE MISSION - MISSION WOULD CONCENTRATE ON ONE MAJOR PROJECT ONLY, INCLUDING TECHNICIANS AND ONE OR MORE BANKERS TO DISCUSS FINANCING PACKAGES (HARTLEY-JOHNSON LETTER OF 4/16).

B) GRAPHIC ARTS EQUIPMENT - TRADE MISSION TO ZAGREB, LJUBLJANA AND BELGRADE WOULD BE A USEFUL FOLLOW-UP TO INTEREST WE IDENTIFIED DURING AND AFTER YUGOSLAV GROUP VISIT TO MILAN TRADE CENTER IN JANUARY 1974.

C) IN ADDITION EMBASSY WILL WELCOME ANY TRADE MISSION ORGAN-

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IZED BY BEWT WHICH ALSO DEEMED RELEVANT TO YUGOSLAVIA. WE AGAIN URGE THAT ONLY VERTICALLY STRUCTURED TRADE MISSION BE CONSIDERED.

JOHNSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BELGRA02911
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740157-0017
From: BELGRADE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740640/aaaabiiv.tel
Line Count: 110
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A 4115, MAY 21, 1974
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 15 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 JUL 2002 by phillir0>; APPROVED <10 JAN 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMENTS ON OIM COUNTRY SCHEDULE (YUGOSLAVIA FY 1976)
TAGS: BEXP, YO
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005